

Application Serial No.: 10/587,002
Amendment and Response dated January 9, 2009
Reply to Office Action of December 9, 2008
Page 2 of 9

RECEIVED
CENTRAL FAX CENTER
JAN 09 2009

Amendments To The Claims:

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. When strikethrough cannot easily be perceived, or when five or fewer characters are deleted, [[double brackets]] are used to show the deletion. The status of each claim is indicated with one of (original), (currently amended), (canceled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 33-65 and add NEW claims 66-94 without prejudice or disclaimer in accordance with the following:

Listing of Claims:

1-65 cancelled

66. (new) A method for delivering a weather-related advertisement to an individual, the method comprising:
- a. Building a weather-related advertisement according to a scenario determined at least partially according to a prediction of the weather;
 - b. selecting the weather-related advertisement according to weather information about expected weather conditions, said expected weather conditions being related to a geographically confined area and a defined period of time and wherein said weather information is determined according to location-based nowcasting, and wherein said weather-related advertisement is selected according to at least one rule by a rule

Application Serial No.: 10/587,002
Amendment and Response dated January 9, 2009
Reply to Office Action of December 9, 2008
Page 3 of 9

engine; and

c. delivering said weather-related advertisement to the individual.

67. (new) The method of claim 66 wherein said user location and time of day is automatically obtained from a wireless device.
68. (new) The method of claim 67 wherein said wireless device is selected from the group consisting of a mobile telephone, portable device, PDA, mp3 player, mobile processing unit, mobile computing unit.
69. (new) The method of claim 66 wherein said Rule engine obtains external data is selected from the group consisting of weather information, advertiser information and user information.
70. (new) The method of claim 69 wherein said external weather information is selected from the group consisting of national and international meteorological agency, independent meteorological supplier and a private meteorological data.
71. (new) The method of claim 66 wherein said user information is selected from the group consisting of historical data, preferences, brand loyalty, hobbies, marital status, age, sex, health, consuming habits, or family status.
72. (new) The method of claim 71 wherein said advertiser data is obtained from said advertiser or from a third party.
73. (new) The method of claim 69 wherein said advertiser data is selected from the group consisting of advertisement, advertisement rule, end user characteristics, target audience information, delivery mode and advertisement media.
74. (new) The method of claim 66 wherein said at least one rule is abstracted from a rule engine matrix.

Application Serial No.: 10/587,002
Amendment and Response dated January 9, 2009
Reply to Office Action of December 9, 2008
Page 4 of 9

75. (new) The method of claim 74 wherein said matrix comprises data relating to user information, advertiser data, and nowcast weather information.
76. (new) The method of claim 66 wherein said advertisement is delivered to a display.
77. (new) The method of claim 76 wherein said display is associated with a device selected from the group consisting of a computer, wireless device, mobile telephone, billboard, interactive television, a hoarding, a sign, portable device, embedded device, PDA, and a displayed Web page.

78. (new) The method of claim 77 wherein said wireless device comprises a
PAGE 5/5 * RCVD AT 1/9/2009 4:21:48 AM [Eastern Standard Time] * SVR:USPTO-EF XRF-4/10 * DNIS:2738300 * CSID:97297968329 * DURATION (mm-ss):07-12

BEST AVAILABLE COPY